Orders

Order / Rev:

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

10/30/12 - 11/05/12

Original Date / Rev:

06/28/12 / 06/28/12

1831 Chestnut St.

Philadelphia, PA 19103

Order Type:

GENERAL

Primary AE:

Amy McCreary

Sales Office:

BLPHI

KSNV

Sales Region:

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

00:15:00

Gross Amount

\$48,175.00

\$48,175.00

Net Amount

\$40,948.75

\$40,948.75

Rating 0.00

Amount \$200.00

0.00

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: Product Codes: A35+

PLC01

Revenue Codes:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date

End Date # Spots 10/29/12 11/05/12

Gross Amount 167 \$48,175.00

Net Amount \$40,948.75 **Totals** Month

November 2012 167 167 Totals

Account Executives Account Executive

Amy McCreary

Sales Region

Start Of Order - End Of Order

Start Date / End Date

Order % 100%

Spots

Order Share

KSNV

Market

20% 100%

Share

Sales Office

\$48,175.00 \$240,875.00

Total

Competitive Share Share Total CABLE 0% \$0.00 **KBLR** 0% \$0.00 **KFBT** 0% \$0.00 \$0.00 KINC 0% 32% \$77,080.00 **KLAS KLVX** 0% \$0.00 KSNV-0% \$0.00 KTNV 21% \$50,583.75 KTUD 0% \$0.00 **KVVU** 25% \$60,218.75 **KVWB** 0% \$0.00 LV1 0% \$0.00 2% UNKWN \$4,817.50

_L	n Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	pots	Rate Pri	Rtg Type	Spots	
E	1 KSNV	10/30/12	11/02/12	Wake Up Early w	Wagn@M	430a-5a		-TWTF	:30	4	\$50.003	0.00 NM	4	
				Wake Up Early W	/agners									
	NEWS													
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rati	ing						
	Week: 10/2	29/12	11/04/12	⊶TWTF	4	\$50.00	0	.00						

Print Date: 06/28/12 10:07:07

KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

Inventory Code Ch Start Break Start/End Time 1 n End Days Len Spots Rate Pri Rtg Type Spots Amount 10/30/12 11/02/12 KSNV Wake Up Early w/ Wagn@M 430a-5a TWTE :30 4 \$50.003 0.00 NM 4 \$200.00 Wake Up Early Wagners **NEWS** Start Date Rate **End Date** Weekdays Spots/Week Rating Week: 10/29/12 11/04/12 -TWTF--\$50.00 0.00 Wake Up Early w/ Wagn@M KSNV 11/05/12 11/05/12 430a-5a :30 1 \$50.003 0.00 NM \$50.00 Wake Up Early Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$50.00 0.00KSNV 11/05/12 11/05/12 M-F 5-6a WakeUp w/WaQM 5-6a M-----:30 2 \$200.003 0.00 NM 2 \$400.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M-Week: 11/05/12 11/11/12 \$200.00 0.00 E 4 KSNV 10/30/12 11/02/12 M-F 5-6a WakeUp w/WaQM 5-6a -TWTF--:30 8 \$200.003 0.00 NM \$1,600.00 R M-F 5-6a WakeUp w/Wagners **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating -TWTF--\$200.00 Week: 10/29/12 11/04/12 0.00 KSNV 10/30/12 11/02/12 M-F 6-7a WakeUp w/Wa@M 6-7a -TWTF--:30 8 \$300.003 0.00 NM 8 \$2,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$300.00 0.00 E 6 KSNV 11/05/12 11/05/12 M-F 6-7a WakeUp w/WagM :30 6-7a M-----2 \$300.003 0.00 NM 2 \$600.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 11/05/12 11/11/12 M-----\$300.00 0.00 E 7 KSNV 11/05/12 11/05/12 **Today Show** CM 658a-9am M-----:30 4 \$400,003 0.00 NM \$1,600.00 4 Today Show TODAY Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 11/05/12 11/11/12 \$400.00 0.00 KSNV 10/30/12 11/02/12 **Today Show** CM 658a-9am :30 16 \$400.003 0.00 NM -TWTF--16 \$6,400.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$400.00 0.00 KSNV 10/30/12 11/04/12 Wake Up Early w/ Wagn6M 430a-5a -TWT--S :30 \$150.003 0.00 NM 4 \$600.00 Wake Up Early Wagners **EARLY** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWT--S 11/04/12 Week: 10/29/12 \$150.00 0.00 Wake Up Early w/ Wagn@M E 10 KSNV 11/05/12 11/05/12 430a-5a M-----:30 \$150.003 0.00 NM 1 \$150.00 Wake Up Early Wagners **EARLY** Spots/Week Start Date **End Date** Weekdays Rate Rating M----Week: 11/05/12 11/11/12 \$150.00 0.00 E 11 KSNV 11/05/12 11/05/12 Noon News CM 12-1230pm M-:30 \$175.003 0.00 NM \$175.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$175.00 0.00 E12 KSNV 10/30/12 11/02/12 Noon News CM 12-1230pm -TWTF--:30 \$175.003 0.00 NM \$700.00 Noon News NEWS End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/29/12 11/04/12 -TWTF--\$175.00 0.00 E13 KSNV 10/30/12 11/02/12 CM 9-10a -TWTF--:30 8 \$175.003 0.00 NM 8 \$1,400.00

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KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

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06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F Today Show II 3rd Hr M-F Today Show II TODAY II Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$175.00 0.00 E 14 KSNV 11/05/12 11/05/12 M-F Today Show II 3rd HCM 9-10a :30 \$175.003 0.00 NM 2 \$350.00 M-F Today Show II TODAY II Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 11/05/12 11/11/12 \$175.00 0.00 E 15 KSNV 11/05/12 11/05/12 The Agenda 1230pm СМ 1230-1p \$150.003 M-----:30 0.00 NM 1 \$150.00 The Agenda 1230pm **AGENDAY** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating Week: 11/05/12 11/11/12 \$150,00 0.00 The Agenda 1230pm 1230-1p E 16 KSNV 10/30/12 11/02/12 CM 0.00 NM -TWTF--:30 \$150.003 \$600.00 The Agenda 1230pm **AGENDAY** Start Date Weekdays Spots/Week End Date Rate Rating Week: 10/29/12 11/04/12 -TWTF--\$150.00 0.00 E 17 KSNV 10/30/12 11/02/12 Rachael Rav CM -TWTF--11am-12pm :30 \$150,003 0.00 NM 4 \$600.00 Rachael Ray RACHEL RAY Weekdays Start Date **End Date** Spots/Week Rate Rating 11/04/12 -TWTF-Week: 10/29/12 \$150.00 0.00 E18 KSNV 11/05/12 11/05/12 Rachael Ray CM 11am-12pm M-----:30 \$150,003 0.00 NM \$150.00 Rachael Ray RACHEL RAY Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$150.00 0.00 E 19 KSNV 11/05/12 11/05/12 M-F Today Show III 4th BM 10am-11am M----:30 \$150,003 0.00 NM \$150.00 Today 4th Hour **TODAY 3** End Date Start Date Weekdays Spots/Week Rate Rating M----Week: 11/05/12 11/11/12 \$150.00 0.00 E 20 KSNV 10/30/12 11/02/12 M-F Today Show III 4th 13M 10am-11am -TWTF--:30 \$150.003 0.00 NM 4 \$600.00 Today 4th Hour TODAY 3 Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 -TWTF--Week: 10/29/12 \$150.00 0.00 E21 KSNV 10/30/12 11/02/12 Dr. Phil CM 3-4p -TWTF--:30 8 \$200,003 0.00 NM 8 \$1,600.00 Dr Phil PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 -TWTF--11/04/12 \$200,00 0.00 E 22 KSNV 11/05/12 11/05/12 3-4p 0.00 NM Dr. Phil CM :30 \$200.003 2 \$400.00 Dr Phil PHIL End Date Weekdays Start Date Spots/Week <u>Rate</u> Rating Week: 11/05/12 11/11/12 \$200.00 0.00 E 23 KSNV 11/05/12 11/05/12 News 3 at 430pm CM 430-5pm M-----:30 \$300,003 0.00 NM \$300.00 News 3 at 4:30PM **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$300.00 0.00 10/30/12 11/02/12 E24 KSNV News 3 at 430pm 430-5pm CM -TWTF--:30 \$300.003 0.00 NM \$1,200.00 News 3 at 4:30PM **NEWS** Spots/Week Rate Start Date End Date <u>Weekdays</u> Rating Week: 10/29/12 11/04/12 -TWTF--\$300.00 0.00 E 25 KSNV 10/30/12 11/02/12 CM 4-430p -TWTE--:30 \$300.003 0.00 NM \$1,200.00

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KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

30S

Ln Ch Start	End	News 3 at 4 News 3 at 4	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
NEWS Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -TWTF	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00				1		
E26 KSNV 11/05/		News 3 at 4 News 3 at 4	СМ	4-430p	M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 27 KSNV 11/05/	12 11/05/12	M-F Early News M-F Early News	СМ	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
NEWS <u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 28 KSNV 10/30/	12 11 /02/12	M-F Early News M-F Early News	СМ	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	8	\$3,600.0
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -TWTF	Spots/Week 8	<u>Rate</u> \$450.00	Rating 0.00						
E 29 KSNV 10/30/	12 11/02/12	Face to Face w/ Face to Face w/		730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 4	Ψ <u></u>	Rating 0.00				· · · · · · · · · · · · · · · · · · ·		
E 30 KSNV 11/05/	12 11/05/12	Face to Face w/ I Face to Face w/		730-758pm	M	:30	1	\$225.003	0.00 NM	1	\$225.0
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E31 KSNV 11/03/ VEGAS INC	12 11/03/12	To the Point - PM To the Point	1 CM	730-758pm	S-	:30	1	\$150.003	0.00 NM	1	\$150.0
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	\$150.00	Rating 0.00						
E 32 KSNV 10/30/ JEP/WHEEL	12 11/02/12	M-F Jeop/Wheel M-F Jeopardy/W		630-730pm e	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.0
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays	Spots/Week 8	\$400.00	Rating 0.00						
E 33 KSNV 11/05/ JEP/WHEEL	12 11/05/12	M-F Jeop/vvneei M-F Jeopardy/W	CM heel of Fortun	630-730pm e	M	:30	2	\$400.003	0.00 NM	2	\$800.0
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week	\$400.00	Rating 0.00						4
E 34 KSNV 11/03/ JEP/WHEEL	12 11/03/12	WKND Jeop/Wh	-	630-730pm	S-	:30	2	\$250.003	0.00 NM	2	\$ 500.0
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	\$250.00	Rating 0.00						
E35 KSNV 11/04/ NEWS IN PRIM		News 3 In Prime		7-10pm	S	:30	1	\$600.003	0.00 NM	1	\$600.0
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week	\$600.00	Rating 0.00	.00	a	#4.000.000	0.00.17.5		64.00 5
E 36 KSNV 11/02/ GRIMM	12 11/02/12	Fri PR 9-10p Friday Prime 9-1	CM 0pm	9-10pm	F	:30	1	\$1,000.003	0.00 NM	1	\$1,000.0
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> F		\$1,000.00	<u>Rating</u> 0.00						
E 37 KSNV 11/02/	/12 11/02/12		СМ	8-9pm	~F	:30	1	\$750.003	0.00 NM	1	\$750.

Print Date: 06/28/12 10:07:07 F

KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order#: Flight Dates: 06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Friday Prime 8-9p	m								
WHIT/C					- .	5						
<u>Sta</u> Week: 10	art <u>Date</u> /29/12	End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E38 KSNV			Wed PR 9-10p	CM	9-10pm	W	:30	1 9	\$1,700.003	0.00 NM	1	\$1,700.00
SVU			Wednesday Prime	e 9-10pm								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	W		\$1,700.00	0.00						
E39 KSNV	10/31/1	2 10/31/12	Wed PR 10-11p	CM	10-11pm	M	:30	1 :	\$1,400.003	0.00 N M	1	\$1,400.00
CHICA	GO FIRE		Wednesday Prime	e ro-ripin								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	Thurs PR 10-11p	CM		0.00 T	:30	4	\$1,400.003	0.00 NM	1	#4 400 00
E40 KSNV	11/01/1	2 11/01/12	Thursday Prime 1		10-11pm	1	:30	1 ;	\$1,400.003	U.UU INIVI	1	\$1,400.00
	CENTER		•	•								
<u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,400.00	<u>Rating</u> 0.00						
E 41 KSNV			Late Night w/Fallo		1237a-136an		:30	8	\$75.003	0.00 N M	8	\$600.00
			Late Night w/Fallo						ŕ			
FALLO	N art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	8	\$75.00	0.00				1		
E 42 KSNV	11/05/1	12 11/05/12	Late Night w/Fallo	n CM	1237a-136an	n M	:30	2	\$75.003	0.00 NM	2	\$150.00
FALLO	NN .		Late Night w/Fall	on								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	2	\$75.00	0.00						
E 43 KSNV	11/05/	12 11/05/12	The Tonight Show	v CM	1135p-1237a	M	:30	2	\$185.003	0.00 NM	2	\$370.00
TON S	HOW		Tonight Show									
. —	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 11 E 44 KSNV		11/11/12	M The Tonight Shov	v CM		0.00	130	0	\$185,003	0.00 NIM	٥	#4 490 OO
E 44 NONV	10/30/	12 11/02/12	Tonight Show	V CIVI	1135p-1237a	u -TWTF	:30	8	\$100.003	0.00 NM	8	\$1,480.00
TON S	WOH		-									
<u>St</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$185.00	Rating 0.00						
	·	12 11/02/12			11pm-1135p		:30	4	\$425.003	0.00 NM	4	\$1,700.00
			M-F News 3 at E									. ,
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-TWTF	4	· · · · · · · · · · · · · · · · · · ·	0.00						
E46 KSNV	/ 11/05/	12 11/05/12			11pm-1135p	m M	:30	1	\$425.003	0.00 NM	1	\$425.00
NEWS	;		M-F News 3 at E	leven								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	1	\$425.00	0.00	····					
E47 KSNV	/ 11/03/	12 11/04/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135p	omSS	:30	2	\$400.003	0.00 NM	2	\$800.00
NEWS	}		Oa-ou News 5 at	LIGVOII								
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		11/04/12 12 11/03/12	Saturday Today	CM	9400.00 7a-9am	0.00 S-	:30	2	\$225.003	0.00 N M	2	\$450.00
E-42 KON	. 1 (100)	12 11100/12	Saturday Today	OW	r a-vaiii	3 -	.50	_	φεευ,υυσ	0.00 14141	2	φτου,υυ
	ODAY	Feel beat	16fa - Ludani	O1-5**	. 5:	D-#						
<u>SI</u> Week: 10	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week	· . —	<u>Rating</u> 0.00						
	~~~~	12 11/03/12		CM	6a-7a	S-	:30	2	\$150.003	0.00 NM	2	\$300.00

Print Date: 06/28/12 10:07:08 Page 6 of 6

Totals

167

\$48,175.00

Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

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06830033

Product Desc:

BERKLEY FOR SENATE

Estimate:

**KSNV** 

Flight Dates:

10/30/12 - 11/05/12

30S

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Sunrise - SATURI News 3 Sunrise SATURDAY **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate ----S-Week: 10/29/12 11/04/12 \$150.00 0.00 E 51 KSNV 11/04/12 11/04/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM \$350.00 Sunday Today **SUN TODAY** Spots/Week Start Date End Date Weekdays Rate Rating 11/04/12 ----S \$350.00 Week: 10/29/12 0.00 E 52 KSNV 11/03/12 11/03/12 Saturday Night Live СМ 1130pm-1:02am :30 \$550.003 0.00 NM ----s-1 1 \$550.00 Saturday Night Live SNL **End Date Weekdays** Spots/Week Start Date Rate Rating Week: 10/29/12 11/04/12 ____S_ \$550.00 0.00